

State Council on Workforce Services

April 10, 2008

Xactware

Orem, Utah

1:15 - 3:15 p.m.

State Council Members: Kevin Crandall, Paul Jackson, Murray Meszaros (for Patti Harrington), Lou Sansevero, Don Salazar, Darris Howe, Shawn Potter, Don Uchida, Gary S. Wixom (for David Buhler), Jeff Lindstrom, Melissa Freigang (for Toni Ure), Joe Christopher, and Shelly Ivie (for Tammie Lucero)

Other Attendees: Dan Curtis, Randy Hopkins, Jon Pierpont, Steve Avery, Helen Thatcher, Connie Laws, James Whitaker, Steve Maas, Mark Knold, David Ostrom, Ann Barnson, Rod Barlow, Jim Evans, John Talcott, Danny Schoenfeld, Michael Sullivan, Bob Topping, Greg Gardner, Mike Richardson, Diane Lovell, Karen Silver, Kristen Cox, Carrie Jensen Hout, Cassy Hahn, Parley Jacobs, Lorri Economy, Jan Thompson, Julie Lay, Susan Wright, Lynn Purdin, Melisa Stark, Bill Greer, Norman L. Johnson, Juan Pelaez, Bob Gilbert, Shelly Ivie, Jane Broadhead, Jolyn Bevan, and Mary Gehman-Smith

Welcome and Opening Business

Kevin Crandall, Chair, welcomed the group to Xactware, where he is currently the General Manager, Implementation. He introduced Jim Evans, Chief Operating Officer, previously the Department of Workforce Services' Mountainland Regional Director. Jim explained he first met Kevin when he was involved with the Mountainland Regional Council. He provided information about Xactware's new 76,000 square foot building completed in December 2007. Xactware develops software, which estimates the cost of damage repair. They serve eight of the top ten insurance companies in the country.

Kevin reported he recently attended the National Association of Workforce Board Chairs' Conference in Washington, D.C., meeting with his counterparts from across the country. Many states are impressed with Utah's workforce development. He also attended a meeting with Governors. The theme was clean energy. He also recently attended the Governor's Economic Summit here in Utah. Governor Huntsman is looking at workforce development as a crucial item and it will most likely be used in his re-election campaign later this year.

Consent Agenda

Kevin called for approval of the January 10, 2008 meeting Minutes. Shawn Potter motioned to approve the Minutes as written, Jeff Lindstrom seconded the motion and the motion carried. Kevin called for approval of two training providers: 1) The Barber School, Midvale, Utah and, 2) Dental Assistant School of Southern Utah, St. George, Utah. Don Uchida motioned to approve these training providers, Paul Jackson seconded the motion and the motion carried.

Executive Director's Report

Kristen Cox reported the following:

- Gerald Brown has been appointed the new Director, Refugee Services Office;
- A press conference is scheduled for later today regarding a DWS employee who has breached security and subsequently been arrested;
- DWS continues to work on their five identified goals: 1) Innovation; 2) Employee Success; 3) Customer Service; 4) Prevention and; 5) Global Competitiveness;
- The development of the Electronic Resource and Eligibility Product (eREP) is complete. The team, located in American Fork, led by Greg Gardner, DWS Deputy Director, is now in pilot and has an ambitious implementation plan. This process will benefit both customers and employees;
- As DWS prepares to launch eREP, Six Sigma and LEAN are being applied. Staff recently participated in weeklong Kaizan training. This will ensure better accuracy and address bottlenecks. Operational Excellence is in the Plan for the future;
- To ensure Employee Success, DWS is improving communication with staff and have installed feedback loops. There is an immense amount of policy and communication is essential;
- DWS launched a new GED completion program. About one out of three Utahns don't have a GED or high school diploma;
- Lazy Boy announced they are closing their Tremonton, Utah plant. This will affect about 630 employees. The Governor has contacted executives at Lazy Boy to see if there is any way to keep them in Northern Utah. Proctor & Gamble is scheduled to open a plant in that area in the future so there should be some absorption.

Economic Report

Mark Knold, DWS Economist, reported the following:

- He presented an overview of Utah's economy including job growth. This is how the state of the economy is measured. Over the last three years, there was a huge gap between Utah and the rest of the country;
- Utah has a much younger age population than the rest of the U.S.;
- In-migration has an effect on the economy;
- Mortgage approvals increased between 1995-2006. This was backed by the influx of migration. During this time, money was flowing and mortgages were compromised. This caused a nationwide housing crisis. Mark explained the domino effect as mortgage debt became due;
- Non-residential construction is still booming;
- Currently, the state employment growth rate is low but by 2010, it is expected to boom again;
- The Unemployment Rate is expected to increase to between 4 - 4.5% but will eventually downturn and the economy will go upward.

Legislative Report

Mike Richardson provided a summary of the 2008 Legislation:

- H.B. 21 Employment Security Act Amendments;
- H.B. 64 Disclosure of Information by the Department of Workforce Services;
- H.B. 73 Child Care Providers;
- Independent Contractor Database;

The following Appropriations Requests were approved:

- TANF MOE - \$1,659,300 one-time General Fund 2008 Supplemental;
\$1,659,300 one-time General Fund 2009 Building Block;
- General Assistance (GA) Program - \$1 million one-time funding; \$1 million ongoing funding;
- Child Care Step Down - \$502,500 ongoing funding;
- GED Support Program - \$480,000 one-time funding;
- Refugee Capacity Building - \$200,000 one-time funding.

Transformational Meetings Efforts by the Department of Labor (DOL)

Steve Maas, Director, Workforce Development and Information Division, reported the following:

- The DOL recently hosted regional meetings and asked State Administrators to select teams. The Utah team (Jan Thompson, Liz Lobato, Helen Thatcher, Steve Maas, Mike Richardson and Steve Burge), known as the Transformers, traveled to Seattle for the meeting;
- The idea was to connect the WIRED concept with the operational efforts of our one-stops. In many states, WIRED isn't connected with one stops. While other states play catch up, Utah is exactly where we should be. This concept is being accomplished at the regional level. The data is entered, skill set levels are reviewed, strategic partnerships are created and pathways are put into place;
- Sector strategies were discussed and action items were created;
- Utah will be involved with a new concept, known as aggregators;
- Asset mapping will be built into the sector piece with data as the catalyst.

State Sector Strategy Updates

Paul Jackson reported the following for Health Care sector:

- The Health Care sector is focusing on: 1) academic shortages; 2) developing and standardizing surveys; 3) coordination with the UNOL; and, 4) developing a plan to reach out as an industry and attract more partners to the table;
- Paul and Lynn Purdin will be meeting with the regions with a plan to increase partners throughout the State;
- A Health Care Fair is scheduled for April 17, 2008;
- Job shadows and partnerships need to be increased;
- Capacity for those wanting to go into health care needs to be increased;
- Utah Interactive is into its' third year. These films are shown in high schools and questions are answered.

Connie Laws reported the following for Basic Education sector:

- Due to the Family Educational Rights and Privacy Act (FERPA), DWS has been unable to capture the names of dropouts. FERPA is a Federal law that protects the privacy of student education records.

Recently, two forms have been developed and approved by the DWS legal team. The counselor has students complete a release form, which is then sent to DWS. Signed forms allow DWS to contact dropouts, redirect services and offer resources. The FERPA project is being piloted in Central Region;

- Adult Education Directors have been encouraged to partner with DWS;
- A daylong collaboration meeting is tentatively being scheduled for October 2008.

Dan Curtis reported the following for Automotive sector:

- The group has been meeting monthly since Council of Councils;
- A goal is to develop an Executive Development and Improvement Plan;
- A "How To" manual for Motorfest has been written. This was modeled off prior successes;
- The automotive industry is being encouraged to supply equipment and support the programs. They are identifying the pathways. The current pathways and the ability to follow through are successful;
- A pamphlet is being developed which will be distributed to customers through automotive dealerships. This will touch on every aspect from sales to service;
- A website for automotive careers is being considered;
- Articulation agreements are being created.

Bob Topping reported the following for the Energy sector:

- Utah received a C on the STEM Competency Report. We rated high on the use of technology but need to focus on how to access people;
- Universal skill sets are being developed, 12 have already been completed;
- Power Plant Operators average 62 years of age. No replacements are being trained;
- Value Stream Mapping is complete. These models are in place and are being tested at the Western Energy Training Center (WETC);
- The clean coke lab is the only carbonless plant in the country. The mining industry may be in trouble over the next few years. Miners are being trained and we need to ensure they have a place to go;
- Energy is involved in the Ethnic Job Fair;
- Their next meeting is scheduled for May 13, 2008;

- Energy plans to take on three six sigma projects;

Melisa Stark reported the following for the Construction sector:

- Employees are being attracted through educating junior high and high school counselors and identifying education, career and employment pathways;
- The drop out rate during apprenticeship/internships is high. Language is one barrier. We are partnering with SLCC to recruit additional bilingual instructors for trade courses;
- Construction Career Days took place on March 25-26, 2008 at the Washington County Fairgrounds;
- Construction Career Days in Logan is scheduled for April 22-23, 2008. Exhibitors are being recruited;
- A Construction Career Days magazine is being developed in partnership with McGraw Hill. These will be distributed to the youth to take home. Career ladders are explained;
- Construction site visits are planned for teachers on July 17-18, 2008;
- Work continues with the State Office of Education (USOE) to determine the best way to reach school counselors. One way is to ask for time on the agenda during an existing meeting and make the connection. Liaisons and sector leaders are included;
- Brochures that include labor market information have been created for guidance counselors.

Committee Reports

Shawn Potter reported the following from the Operations & Performance Committee:

- The WIA and Wagner-Peyser Three Year Funding Comparison was reviewed. The Incumbent Worker Training Funds are a concern. The dollars were committed but the program won't be able to be funded in the short time ahead;
- The funding limit is currently at \$8,000 per person. O&P is asking the limit be reduced to \$4,000 per person. A supervisor can sign a waiver to go above the \$4,000 if the customer is on the job training, in an internship or on a waiver from TANF.

Shawn Potter motioned to reduce the funding limit from \$8,000 to \$4,000 per person from WIA funds for the training program. This will ensure more customers receive training. Lou Sansevero seconded the motion and the motion carried.

- A WIA Priority Range and Criteria matrix was distributed. At the January meeting, DWS was given the flexibility to move between ranges. At the last meeting, we were at a Priority Level 4. With the rescission, O&P is recommending to slow the flow, meaning fewer training dollars will be given out.

Shawn Potter motioned to change the priority range from 4 (Open Flow) to a range of 11-15 (Slow the Flow). Paul Jackson seconded the motion and the motion carried;

- An Employment and Training Pre-paid debit MasterCard will be implemented on May 1, 2008. This will eliminate invoices and checks.

Jeff Lindstrom reported the following from the Online Services & Marketing Committee:

- Clark Caras, Governor's Office of Economic Development, discussed out of state recruitment efforts. A DVD, *Utah Life Elevated*, was shown;
- GOED's first campaign, *Home for the Holidays* was discussed;
- Alumni from Utah Universities are being contacted and recruited back to Utah. More companies are being encouraged to view www.utahworksforyou.com, a web site providing information to job seekers, Utah residents and employers;
- Brad Bourne, Media One discussed their public/private partnership with DWS. They are creating new ways to say "Utah is the place to find a job". A Career Fair is scheduled for April 11-12, 2008 at the South Towne Expo. Attendance has increased from about 600 to 5,700. Job orders from Media One (SL Tribute, Desert News, etc.) are loaded onto jobs.utah.gov. Job orders have increased from about 6,000 job openings to 25,000 as of today;
- Winston Inoway updated the group on Sector Strategy Marketing. This committee has been working with both the State and Regional Councils determining what their needs are;

- Connie Blaine presented the *Career Guide for Women* and the *Utah Career Guide*. These publications are free and available to everyone;
- Nate Talley presented the 2007 Vacancy Study, designed to profile the demand for labor through measuring the quantity and characteristics of vacant jobs in a given market;
- Lynn Purdin presented the new, revamped DWS web site. Jobs.utah.gov emphasizes six sectors, which includes the four the State Council is working on;
- Wes Woolstenhulme provided an update on eREP, which will replace PACMIS. The release is scheduled for October 2008 and will eventually be available on the World Wide Web. This will eliminate the need for customers coming into an Employment Center.

Jane Broadhead reported the following from the State Youth Council:

- SYC discussed their presentation to the Boys and Girls Club of Utah. They are enticing older youth (13-18) to attend;
- The \$9,000 of youth money rescinded was discussed;
- Continuous improvement, including the new EBT card, which will ensure a better delivery of service was discussed;
- SYC is looking to create efficiency on the incentive bonus plans;
- Most of the regions are involved in basic education. They want to provide skill enhancement activities.

Mike Richardson reported the following from the Regional Council Chairs' Meeting:

- A calendar of events was distributed;
- A deliverables template was presented;
- Best practices such as the meth initiative, identifying skills shortages, FERPA forms created to assist dropouts, and identifying those with credentials to be instructors for health care classes, are being transferred from region to region.

Public Comment

- Karen Silver, Community Action Program (CAP) asked if DWS is working with the ATCs to help bridge the gaps caused by the rescissions. Kristen Cox responded DWS is looking at all options;

- Murray Meszaros would like to further discuss scholarships (for those such as retired teachers), coordinate resources, and look at financial incentives as an aggregator through scholarship programs;

The next meeting is scheduled for July 10, 2008.

The meeting adjourned at 3:15 p.m.